



FOR IMMEDIATE RELEASE

July 2, 2009

## **MAYOR JERRY SANDERS FACT SHEET**

### **CITY LAUNCHES NEW WEB SITE TO SUPPORT FIRE PIT PROGRAM**

#### *Funds Needed to Keep San Diego Tradition Alive*

Mayor Jerry Sanders today announced a new opportunity for San Diegans to keep the fires burning at city beaches and parks. The city's Fire Pit Program is now accepting donations by credit card.

The city has launched a secure transaction web site through which donors can support the beloved fire pits, using Visa Card or Master Card.

Funding for the fire pits was secured in the city budget through June 30, 2010 by a \$259,500 donation coming from an anonymous benefactor. The funding had previously been cut by the City Council to close a mid-year budget deficit. The city faces an even larger deficit next year.

The city needs \$173,000 by December 15, 2009 to ensure the Program's inclusion in the Mayor's proposed budget for the next fiscal year which starts on July 1, 2010.

Since the Program's kickoff in February, the City has received just \$180 in donations; leaving a remainder of \$172,820.

Escondido residents Alice and Wally Lange were among several who donated to the Pit Program. "We live in Escondido (no beaches) but we sure use yours and have for years and will for years to come," said Lange. "I wish every beach enthusiast would just give \$1. That would really help the cause. Good luck and keep up the good fight."

The donated funds are managed by the city's Corporate Partnership Program and can be monitored by the public on the department's web site, [www.sandiego.gov/philanthropycenter](http://www.sandiego.gov/philanthropycenter). In addition, as part of the web site, the city is asking fire pit lovers to submit their family photos taken during activities around fire pits. Select photos will be displayed on the fire pit page.

In the event that deposits made to the program do not reach an amount sufficient to keep the program in the budget, donors will be notified in writing and offered the opportunity to redirect their donation to other city programs or seek a refund.

Donations can be made by visiting, [www.sandiego.gov/philanthropycenter](http://www.sandiego.gov/philanthropycenter) and clicking on the "Donate Now" button.

For more information about the Fire Pit Program and other fundraising opportunities, contact Jenny Wolff at 619-236-7002 or [jwolff@sandiego.gov](mailto:jwolff@sandiego.gov).

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